



# “CHOCOLATE DELIGHT”

## BUSINESS EVALUATION

*A CALORIE-FREE INDULGENCE WHEN SHARED AMONGS FRIENDS!*

Name \_\_\_\_\_ Consultant \_\_\_\_\_  
Address \_\_\_\_\_ Ph \_\_\_\_\_ Wk \_\_\_\_\_  
Best time to reach you? \_\_\_\_\_ E-Mail \_\_\_\_\_

**C is for “CASH” (AVENUES OF INCOME)** -Many people start a Mary Kay Business to earn extra income.

**On the Face** – Facials and Classes, try before they buy.

**On-line** – Personal Mary Kay Website, customers can place orders 24/7.

**On the Go** – Quick 15 minute appointments or group selling appointments; Collection Previews, Open Houses.

**On Paper**- Preferred customer mailings and promotional brochures.

**Reorders**– Products are consumable and customers reorder again, 50% average profit. We are the highest paid direct selling company because of our “try before you buy” philosophy, the products sell themselves .

**Team Building** –Build a team and earn commissions based on your team members’ wholesale orders and begin moving up the Career path. Commissions are paid directly to you from the company.

- If I could show you how, would you be interested in earning extra spending money? ( ) YES ( ) NO
- Would you be excited about paying yourself what you’re worth? ( ) YES ( ) NO

**H is for “HOURS” (FLEXIBILITY IS THE KEY)**

This is a career you work around your life- not the other way around. Sell *On The Go* at your kids’ soccer games. *On The Face* on the weekends or sell *Online* 24 hours a day!

- Do you have enough time with your family, doing the things you enjoy? ( ) YES ( ) NO
- Do you feel you are paid enough for the hours you currently work each week? ( ) YES ( ) NO

**O is for “OPPORTUNITY” (UNLIMITED EARNING POTENTIAL)**

Enjoy the benefits of being your own boss. Although you are in business FOR yourself, you are never by yourself. Take one step at a time and rise to the Top. Mary Kay is listed as one of the 10 best companies for women to work for in the United States. You can achieve a top management position in as little as 4 months.

- Wouldn’t it be exciting to know that you could control your own future? ( ) YES ( ) NO
- Would this kind of self-promotion motivate you to work? ( ) YES ( ) NO

**C is for “CAR” (TROPHEY ON WHEELS)**

This is an executive style reward you can choose for yourself on a part-time basis. Mary Kay pays the taxes, license and 85% of the insurance! Any one can win a Grand Am in 1-4 months of joining the Company.

- How would you feel if you never had to make another car payment? \_\_\_\_\_
- Which vehicle would you select? ( ) Sporty Grand Am, ( ) Wide track Grand Prix, or ( ) Exquisite Cadillac?
- Are you a “team player”? ( ) YES ( ) NO



## **O** is for “**OODLES OF FUN**” (LASTING FRIENDSHIPS)

LIVE, LOVE and LAUGH is one of my favorite Mary Kay philosophies! We literally make money while “playing in makeup”. Mary Kay’s P&L statements stand for PEOPLE and LOVE, not profit and loss!

- Could you get excited about having a career you loved so much you’d do it for FREE? ( ) YES ( ) NO
- Is your current J-O-B, fun, fun, fun? ( ) YES ( ) NO
- Are you completely satisfied there? ( ) YES ( ) NO

## **L** is for “**LOVE**” (SPIRIT OF SHARING) -Our company was built on the foundations of

**God first, Family second and Career third** allowing us to keep a balance in our lives while working a career, **Go-Give principal**- doing more for others than you do for yourself and the **Golden Rule**- “Do unto others as you would have them do unto you.”

- Does your current employer endorse these kinds of philosophies? ( ) YES ( ) NO
- Is personalized service a quality that appeals to you? ( ) YES ( ) NO
- Are you a “team player”? ( ) YES ( ) NO

## **A** is for “**AWARDS**” (TRIPS, JEWELRY AND PRIZES)

We recognize and reward everything you do in your business, with a strong belief in “praising women to success.” Mary Kay always prided herself on giving prizes that women simply would not justify buying for themselves!

- When was the last time your company or family recognized you for a job well done? \_\_\_\_\_
- Could you get motivated by gifts, including elegant diamond rings and fabulous trips? ( ) YES ( ) NO

## **T** is for “**TAX ADVANTAGES**” (OWNING YOUR OWN BUSINESS)

If you conduct a major portion of your business at home, you may be able to take advantage of in home tax deductions. We can do business anywhere in the US and US Territories and deduct traveling expenses.

- Could you get excited about the benefits of extra income tax deductions each year? ( ) YES ( ) NO
- Approximately how much do you feel that you spend on your family’s cosmetic items each year? \_\_\_\_\_

## **E** is for “**ESTEEM**” (PERSONAL GROWTH)

In Mary Kay, we build up your self-esteem through step-by-step education and support which gives you the confidence you need to grow a profitable business. Our personal growth program is truly priceless and the most precious gift that Mary Kay has given me.

- Would you be interested in receiving education that is equal to college level courses in marketing, communications and small business management? ( ) YES ( ) NO
- Would you be inspired to “earn while you learn?” ( ) YES ( ) NO

# **C H O C O L A T E**

Which letter is your favorite part of Chocolate? \_\_\_\_\_ Why? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



**Mary Kay truly is like a box of chocolates ...  
you never know what you’re going to get unless you try it!**